AMENDMENT OF THE CLAIMS:

Please cancel claims 71, 73, 76, 86 and 89 without prejudice or disclaimer, and amend Claims 63-65, 72, 74, 77, 78, 85 and 87 as follows:

Claims 1-62 (canceled)

Claim 63 (currently amended): An Internet-based product brand marketing communication network ~~allowing~~ configured to allow members of a product brand management team to communicate directly with consumers present along the fabric of the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

a first Web-based subsystem ~~allowing~~ configured to allow members of the product brand management team for a registered consumer product, as well as other authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

wherein said CPI link structure includes the following items:

(i) a Unique Product Number (UPN) assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet~~, and~~;

wherein a plurality of said brand information resources ~~can be selected by one or more members of the product brand management team and said authorized parties to~~ program said set of brand information resources for the consumer product;

a second Web-based subsystem ~~for allowing~~ configured to allow product brand management team members, associated with a particular consumer product or group of consumer products, ~~and/or~~ and authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered with said Internet-based product brand marketing communication network, and offered for purchase and sale along a stream of electronic commerce~~, so that said plurality of MMVKs can be installed in and launched from points along the fabric of the WWW, and accessible by consumers using a Web browser~~;

wherein each said MMVK ~~is implemented by~~ comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is ~~embeddable~~ embedded within an HTML-encoded page along the fabric of the WWW, and

wherein said first Internet-enabled information server generates and serves each said MMVK~~, when generated by said first Internet-enabled information server,~~ to the Web browser of a consumer, and said Web browser displays ~~has~~ a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for ~~storing and~~ configured to serve ~~serving~~ said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK~~;~~

~~wherein members of the product brand management team are allowed to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK~~; and

a third Web-based subsystem ~~for allowing~~ configured to allow members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, ~~upon~~ the Web browser of a consumer ~~encountering an installed~~ processes said MMVK tag embedded within said HTML-encoded page ~~along the fabric of the WWW~~, and said first Internet-enabled information server automatically executes the computer-executable server-side component corresponding to the MMVK tag ~~is automatically executed~~ and generates and serves the corresponding MMVK ~~is generated by said first Internet-enabled information server and served~~ to the Web browser, and said MMVK automatically plays through said display

modes, in a programmed sequential manner, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, ~~and/or~~ and brand information resources displayed within the GUI of said MMVK, along the fabric of the WWW where said MMVK has been installed.

Claim 64 (currently amended): The Internet-based product brand marketing communication network of claim 63, which further comprises:

a plurality of e-commerce (EC) enabled information servers supporting a plurality of EC-enabled Web-sites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs;

wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing at least one of the images ~~and/or~~ and text descriptions of said registered plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet; and

wherein the GUI of said MMVK automatically displays one or more URLs pointing to one or more EC-enabled stores or online product catalogs on the WWW, at which the consumer product identified by its assigned UPN can be purchased, and subsequently delivered to a specified physical address.

Claim 65 (currently amended): The Internet-based product brand marketing communication network of claim 63, ~~wherein~~ which further comprises a facility for measuring the interaction between consumers and said MMVKs ~~is automatically measured, metrics relating to said interaction are automatically collected, and members of said product brand management teams are allowed to view~~, and generating metrics reports ~~generated from said metrics~~ relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more of said MMVKs installed along the fabric of the WWW.

Claim 66 (previously presented): The Internet-based product brand marketing communication network of claim 63, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 67 (previously presented): The Internet-based product brand marketing communication network of claim 63, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 68 (previously presented): The Internet-based product brand marketing communication network of claim 63, wherein said CPI link structure further comprises, for each consumer product,

(iii) a Trademark (TM) assigned to the registered consumer product;

(iv) a Product Descriptor (PD) associated with the registered consumer product; and

(v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 69 (previously presented): The Internet-based product brand marketing communication network of claim 63, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 70 (previously presented): The Internet-based product brand marketing communication network of claim 63, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 71 (canceled)

Claim 72 (currently amended): The Internet-based product brand marketing communication network of claim 63, wherein said Web browser ~~of the consumer encountering processes said MMVK tag further comprises~~ is responsive to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 73 (canceled)

Claim 74 (currently amended): The Internet-based product brand marketing communication network of claim ~~63~~ 68, wherein a supply-chain information management system is used to import said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 75 (previously presented): The Internet-based product brand marketing communication network of claim 63, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 76 (canceled)

Claim 77 (currently amended): An Internet-based product brand marketing communication network ~~allowing~~ configured to allow members of a product brand management team to communicate directly with consumers present along the fabric of the World Wide Web (WWW) and driving said consumers to electronic commerce (EC) enabled Web-sites to purchase consumer products, said Internet-based product brand marketing communication network comprising:

a first Web-based subsystem ~~allowing~~ configured to allow members of the product brand management team for a registered consumer product, as well as other authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

wherein said CPI link structure includes the following items:

(i) a Unique Product Number (UPN) assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet~~, and wherein said brand information resources can be selected by one or more members of the product brand management team and~~

~~said authorized parties to program said set of brand information resources for the consumer product~~;

a plurality of e-commerce (EC) enabled information servers supporting a plurality of EC-enabled Web-sites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Web-site includes <u>at least one of a</u> plurality of HTML-encoded pages containing <u>at least one of</u> images ~~and/or~~ <u>and</u> text descriptions of said plurality of registered consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a second Web-based subsystem ~~for allowing~~ <u>configured to allow</u> product brand management team members, associated with a particular consumer product or group of consumer products, ~~and/or~~ <u>and</u> authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are registered with said Internet-based product brand marketing communication network, and offered for purchase and sale at said plurality of EC-enabled Web-sites~~, so that said plurality of MMVKs can be installed in and launched from points along the fabric of the WWW, and accessible by consumers using a Web browser~~;

wherein each said MMVK ~~is implemented by~~ <u>comprises</u> (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is ~~embeddable~~ <u>embedded</u> within an HTML-encoded page along the fabric of the WWW, and

wherein <u>said first Internet-enabled information server generates and serves</u> each said MMVK~~, when generated by said first Internet-enabled information server,~~ <u>to the Web browser of a consumer, and said Web browser displays</u> ~~has~~ a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional

spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein said first Web-based subsystem is further configured to allow members of the product brand management team ~~are allowed~~ to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem ~~for allowing~~ configured to allow members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, ~~upon~~ the Web browser of a consumer ~~encountering an installed~~ processes said MMVK tag embedded within said HTML-encoded page ~~along the fabric of the WWW~~, and said first Internet-enabled information server automatically executes the computer-executable server-side component corresponding to the MMVK tag ~~is automatically executed~~ and generates and serves the corresponding MMVK ~~is generated by said first Internet-enabled information server and served~~ to the Web browser, and said MMVK automatically plays through said display modes inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, along the fabric of the WWW where said MMVK has been installed;

wherein the GUI of said MMVK automatically displays one or more URLs pointing to one or more EC-enabled stores or online product catalogs on the WWW at which the consumer product identified by its assigned UPN can be purchased~~, and subsequently delivered to a specified physical address~~; and

~~wherein~~ a facility for measuring the interaction between consumers and said MMVKs ~~is automatically measured, metrics relating to said interaction are automatically collected, and members of said product brand management teams are allowed to view~~, and generating metrics reports ~~generated from said metrics~~ relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more of said MMVKs installed along the fabric of the WWW.

Claim 78 (currently amended): The Internet-based product brand marketing communication network of claim 77, wherein said MMVK automatically plays through said display modes, in a programmed sequential manner, ~~inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, along the fabric of the WWW where said MMVK has been installed~~.

Claim 79 (previously presented): The Internet-based product brand marketing communication network of claim 77, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 80 (previously presented): The Internet-based product brand marketing communication network of claim 77, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 81 (previously presented): The Internet-based product brand marketing communication network of claim 77, wherein said CPI link structure further comprises, for each consumer product,

(iii) a Trademark (TM) assigned to the registered consumer product;

(iv) a Product Descriptor (PD) associated with the registered consumer product; and

(v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 82 (previously presented): The Internet-based product brand marketing communication network of claim 77, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 83 (previously presented): The Internet-based product brand marketing communication network of claim 77, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 84 (previously presented): The Internet-based product brand marketing communication network of claim 77, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), mobile computer and a wireless touch-screen computer.

Claim 85 (currently amended): The Internet-based product brand marketing communication network of claim 77, wherein said Web browser of the consumer ~~encountering said MMVK tag further comprises~~ is responsive to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 86 (canceled)

Claim 87 (currently amended): The Internet-based product brand marketing communication network of claim ~~78~~ 81, wherein a supply-chain information management system is ~~used~~ configured to import said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 88 (previously presented): The Internet-based product brand marketing communication network of claim 79, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 89 (canceled)